Field Service

Advertising And Promotions Program

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Program Guidelines

Who is Eligible To Participate?

All Nintendo Authorized Repair Centers in good credit standing and in compliance with the Authorized Repair Center agreement are permitted to participate in the program.

How Much Does Nintendo Pay?

In an effort to fully compensate the Authorized Repair centers participating in the program, the Co-op advertising reimbursement is based on a tiered schedule. The reimbursement schedule is based on your prior fiscal year warranty repair claim volume total. Nintendo will reimburse you 50% of the actual costs incurred on all pre-approved campaigns up to the sum noted in the tiered schedule shown below.

Repair centers may not take deductions from invoice/payments in anticipation of receiving reimbursement checks from Nintendo.

Tiered Reimbursement Schedule

Warranty Repairs	Tiered Reimbursement	Warranty Repairs	Tiered Reimbursement
0-50	$300	401-450	1,900
51-100	500	451-500	2,100
101-150	700	501-550	2,300
201-250	900	551-600	2,500
251-300	1,100	601-650	2,700
301-350	1,500	701+	3,000
351-400	1,700		

REQUIREMENTS

All advertising and promotional activities must be pre-approved by the Nintendo Field Service Advertising and Promotions Coordinator to qualify for reimbursement. To obtain pre-approval, submit final advertising copy, along with a copy of your campaign overview. Please allow five (5) business days for the approval process.

The advertising or promotion campaign must be devoted to the Nintendo Authorized Repair Center℠ service program using the elements contained in this manual or other elements as pre-approved by Nintendo.

To qualify for reimbursement for Nintendo advertising that includes other manufacturers trade names/trademarks featured on the same page (e.g. Service Center Promotion Brochure/Flyers), the Nintendo Authorized Repair Center program must be given equal or greater space. In these instances, you will be reimbursed on a prorated basis according to the total space used to advertise the Nintendo Authorized Repair Center program.

All advertising and promotion (excluding Nintendo provided signage) must clearly state the name, address and telephone number of the Authorized Repair Center.

CHARGES INELIGIBLE FOR REIMBURSEMENT

Nintendo will **not** reimburse for production costs. To aid in the development of advertising, Nintendo provides you with advertising graphics.

MISCELLANEOUS

The Authorized Servicer is free, at its sole discretion, to develop and use other advertising and promotional elements not included in this manual to promote the Nintendo Authorized Repair Center service program.

Nintendo reserves the right to modify and/or discontinue the program at any time and without notice.

These guidelines may contain advertisements and promotional materials that suggest certain repair charges. ALTHOUGH NINTENDO MAY SUGGEST REPAIR CHARGES FOR PRODUCTS/COMPONENTS, THE AUTHORIZED SERVICER IS FREE TO DETERMINE ON ITS OWN THE PRICES IT WILL CHARGE FOR REPAIRS.

CLAIMS

All claims must be submitted to Nintendo within 60 days after the final run date of the advertising or promotional event and substantiated by completion of the Advertising and Promotions Claim Form, Proof of Cost, and Proof of Performance. All claims are to be sent to the Field Service Department at Nintendo of America.

Nintendo of America Inc.	Fax:
Field Service Advertising and Promotions Coordinator	(425)558-7129
Field Service Department	
P.O. Box 97081	Phone:
Redmond, WA 98073-9781	(425)447-8373

Claims will be reimbursed by check within 30 days of receipt by Nintendo providing all specifications and requirements are met. Nintendo has the right to offset monies owed by the Authorized Repair Center to Nintendo under this program against sums owed to Nintendo by the Authorized Repair Center. In this case, a credit will be applied to the Authorized Repair Center Parts Account.

Note: Please inform the media representative who sold you the ad space or air time, that Nintendo offers you an Advertising and Promotions Program with a matching funds provision. Often times your representative will already be familiar with this concept and can assist you in obtaining the required documentation for reimbursement.

PROOF OF PERFORMANCE BY MEDIA TYPE

Proof of performance, proof of cost and measurement of the campaign must be attached to a completed Advertising and Promotions Claim Form in order to receive reimbursement. Below are listed several different promotion types and their associated proof of performance.

Coupon Promotions

- Original copy of coupon
- Paid invoice copy
- Paid postal receipts (if you paid postage)

Measurement: Tally the number of coupons redeemed by the type of repair/component sale and transfer this information to the Advertising and Promotions Claim Form

Direct Mail

- Original copy of direct mail piece
- Paid invoice copy reflecting date and insertion costs
- Paid postal receipts (if you paid postage yourself instead of using a specialty firm such as Val-Pak.)

Measurement: Tally the number of offers redeemed by the type of repair/component sale and transfer this information to the Advertising and Promotions Claim Form

Newsprint

- Original full page tear sheet
- Original flyer/circular
- Paid invoice copy reflecting date and insertion costs (Newspaper)
- Paid printers invoice copy (Flyers/Circulars)

Measurement: Tally the number of offers redeemed by the type of repair/component sale and transfer this information to the Advertising and Promotions Claim Form

Event Promotions

- Photographs/VHS Video Tape of event depicting the actual location of both the event and the exhibit of Nintendo participation
- Paid invoice copy depicting exhibitor space rental (if applicable)
- Paid freight invoice copies reflecting actual shipment costs to transport exhibit

Measurement: Tally the number of repairs and components sold during the event. If a coupon is distributed at the event, tally the number of coupons redeemed by the type of repair/component sale.

Radio

- Pre-approved radio script
- Cassette tape of radio spot
- Radio station invoice reflecting markets, station format, dates and times run cost per spot and total cost

Measurement: You will need to ask each Nintendo customer how they were referred to your service center and then tally the number of repairs and/or component sales.

Signage

- Photographs of installed signage
- Paid invoice copy
- If sign is purchased from Nintendo, a paid Nintendo invoice is required

Measurement: Not required

MARKETING BASICS

Advertising can play a vital role in providing customers with a reassurance of product quality and a promise of trusted service. Even if you consider yourself a marketing expert, please review the following information. You may learn something which can be incorporated into your overall business plan.

WHY ADVERTISE?

The best way to build consumer awareness, persuade people to visit your Nintendo Authorized Repair Center℠ and let them know that the service you provide is of better value than that of your competitor's, is to advertise.

Advertising informs, builds interest and encourages action. It lets people know why they should have their products repaired at your repair center, what advantages you can provide over the competition, and how knowledgeable you are about the services you offer.

But there's more to advertising than just simply placing an occasional ad. First you need to develop an advertising plan that:

- Defines objectives and strategies
- Pinpoints your target market
- Establishes a budget
- Determines the form of media you will use
- Identifies a measurement plan

WHAT ARE ADVERTISING OBJECTIVES AND STRATEGIES?

Advertising objectives are simple statements that define *what* you want to achieve. Advertising strategies are methods of *how* advertising will help you meet your objectives. Sound, reasonable objectives and strategies give your advertising efforts purpose and direction.

WHO IS YOUR TARGET MARKET?

As part of your overall objectives, and before you create any ads, identify who your potential customer is. This is your target market.

The average age of the primary player of Nintendo video games in the household is between the ages of 8 and 17. The average person in a household responsible for the maintenance and repair of their Nintendo video game systems is 31 years old.

Because both age groups share in the responsibility for the maintenance and repair of the household video game system, a service awareness campaign must be targeted simultaneously towards both audiences. *Note: that kids are the primary "influencers" in the decision to obtain service.*

HOW TO CONDUCT YOUR OWN MARKET RESEARCH

Because knowledge is the cornerstone of a good marketing plan, you may want to design a simple questionnaire for your customers that incorporates the following types of questions. This will help you to obtain a better understanding of your local market.

- Where do your customers live?
- From how large an area can you realistically expect to draw customers from?
- Why do your current customers come to your service center?

- Are you offering the kinds of services they want - at the right location, and the best time?
- Are your promotional programs working?
- What do your current customers think about your business?
- How does your business compare with that of your competitors? Other industries?

Once you have designed your questionnaire, mail a copy to each of your customers upon repair of their product. To increase the number of responses, include a postage paid return envelope and an incentive, such as a discount or coupon with your questionnaire. Evaluate the initial results and then monitor trends.

How Much Should You Spend?

Once you have your marketing research results in hand, you need to establish how much to spend on advertising. The rule of thumb is to spend three to five percent of sales on advertising. However, this is a flexible rule.

Consumers most often will call Nintendo's Customer Service 1-800-255-3700 number to find their local repair center who is on referral. If you are new to the network, you may want to spend a little more on advertising to create an awareness that you are the local Nintendo Authorized Repair Center. Creating awareness is always more difficult than maintaining it, so this is a worthwhile investment.

Nintendo Field Service provides matching funds based on a tiered reimbursement schedule which is according to your prior fiscal year warranty repair volume. Please refer to the Program Guidelines; How Much Does Nintendo Pay? section for more details.

Additionally, Nintendo Field Service produces advertisements for the Nintendo Power magazine, free to the Authorized Repair Center, periodically throughout the year. This magazine is widely read by video game players.

Which Media Should You Use?

The best advertising programs incorporate several different forms of media, thus increasing your potential to reach prospects. Because there are many different forms of media available to you, it is important to evaluate the advantages and disadvantages of each source. Some questions to ask yourself are:

- Is the editorial content of value to the Nintendo service customer?
- What is the ratio of advertisements to other features? (Note: If there are too many ads, yours may get lost.)
- Is the publication paid for or is it a "freebie"?
- What are the comparative costs of other media?
- What are the readership results?
  (Readership studies and broadcast ratings can be made available to you by the publisher or broadcaster. Be sure to request a study which was conducted by an independent organization.)

Ad Planning

It is important to develop an annual promotional calendar for your repair center business which would take into account the seasonality of your business and traditional holidays. By planning

ahead, you can negotiate all your advertising contracts on an annual basis. This will save you a tremendous amount of money because you will be buying ad space at a volume discount.

Steady advertising each month is the most effective. However, if you can't afford to advertise as much as you would like, consider different strategies.

Cluster your advertising around special events, such as national and local holidays.

Advertise Thursday through Saturday. Advertising before the weekend is a logical choice, since many two-career families and single parents don't have the time to take their Nintendo product in for service during the week.

Increase advertising during peak periods and decrease it during slow periods.

Be sure to keep in mind that a strong promotion can boost sales during a slump.

Try not to stop advertising altogether.

Removing your name from the marketplace also removes it from the consumer's mind.

What Is A Measurement Plan?

Do you need to monitor the results of each campaign? YES!

If you don't, how else will you know if your advertising campaign is working? You may be able to attain better results by modifying your campaign, but you'll never know unless you track it first. Devising a measurement plan is critical to the long run success of your advertising program.

The purpose of a measurement plan is to track the incremental repair and component exchange volume you receive as a result of each advertising campaign.

If you are computerized, your software may allow you to ask customers how they found out about your service center. If you are not computerized, you can prepare a tally sheet whereby you simply place a tick mark in the appropriate box to register a unit repair or component sale. (i.e., Control Deck Repair, AC Replacement, AV Cable Replacement, Game Pak Cleaning; Game Boy®, N64®, Super NES®, NES®).

Creating Your Own Advertisements

When planning your ad, remember that your potential customer does not know:

- Who you are
- What your company does
- Where you are located
- When you are open
- What products your company repairs
- What your reputation is

Copy And Layout Suggestions

Use A Simple Layout

Ads should not be crossword puzzles. Also, avoid the use of too many different typefaces, overly decorative borders and reverse plates. Too many of these are distracting and will reduce the number of readers.

Use A Dominant Graphic Element

This will attract the reader to your ad. A bold logo will do just the trick.

Use a Prominent Benefit Headline

Select the main benefit which you want to offer and feature it in a compelling headline. "How To" headlines and headlines which include specific information or helpful suggestion. Avoid generalized quality claims as these are generally over used.

Tell the reader what's in it for him or her. Write your ad so as to speak to the consumer, not to yourself.

Be Specific!

Give your ads a recognizable style. Describe all advertised items carefully and completely. You are selling your business as well as a product or service.

Let Your White Space Work For You

White space is an important layout element. It helps to focus the reader's attention on the text of your ad and allows your headline and illustration to stand out.

Be Sure Your Copy Is Complete

Include your business name, address, phone number and hours of operation. Often a simple diagram illustrates where you are located in relationship to a local point of reference can be helpful.

Select the benefits of your service which are most appealing to your customers. Write your message in an enthusiastic and sincere tone. When placing your copy within the overall ad, keep in mind that a block of copy written in complete sentences is easier to read than one composed of phrases and random words.

State Your Price

Don't be afraid to quote your price. Dollar figures have good attention value. Readers often will overestimate the price of your service if you omit it.

Ask For The Order

Include a call to action statement, such as, "Come In Now," "Bring This Coupon With You," etc.

Capitalize On The Nintendo Brand Name

Nintendo of America Inc. spends a large sum of money each year to sell our hardware and software products. You can take advantage of the brand awareness already developed by Nintendo and enhance the reputation of your service center by including a Nintendo logo in your ad. Please refer to the Nintendo Trademarks section for more information.

Ideas

These concepts demonstrate how you can creatively advertise to the Nintendo target market without spending a fortune.

Media

Movie Previews. Movies + Popcorn + Mario = A winning combination. Advertising your service business just prior to movies targeted at kids aged 8 to 17 and their parents is a great opportunity. The logistics of advertising at local movie theaters vary from city to city. Basically the program format is: a trivia question is shown for ten seconds, followed by two or three ads for ten seconds each, then the answer for ten seconds. Lengths of contracts vary, as well as pricing, depending on the number of screens on which you are advertised. Peak movie-going seasons (Thanksgiving, Christmas, and summer) exposure is very good. Phone number recall has been above that of the print advertising. There is also a possibility, depending on the policy of your local ad agency, that your ad can stay with a specific motion picture. You will have the audiences' complete attention.

School Publications. Purchase small space newspaper ads in selected school newspapers. It may also be possible to insert a brochure, coupons or flyers into school papers. Ask to speak with the editor of the school newspaper for details.

Parent Teacher Student Association (PTSA) Newsletter. Insert a flyer or brochure into the PTSA Newsletter. In some areas, you may be able to purchase ad space.

Community Papers. Local papers may have low CPMs (cost per thousand) and will target those customers in the immediate area who are likely to patronize your service center.

Telephone Hold Message. Instead of having your customers listen to a local radio station or "dead air" when they are placed on hold, educate them about the services you offer. This is a terrific way to build repair volume.

Events

Local Fairs, Festivals, Mall Shows. For a moderate fee, you can rent a booth. Fairs, festivals, and shows are great vehicles for increasing presence with a broader community target in which to disseminate

information via brochures, coupons, stickers, etc. You can gain tremendous exposure and credibility through your presence at an event where both parents and their children are easily accessible.

Lost and Found Centers. Another way to participate in a community event, such as a fair, is to sponsor the Children's Lost and Found Center. Often times, you can obtain your booth space at a reduced rate for providing this service. Be sure to set up a game playing station and have stickers and/or posters available. Don't be surprised if you have kids turning up at your booth on purpose!

Video Game Contest. Kids love to compete for prizes. Join forces with your local Nintendo retailer or sponsor your own video game contest.

The most common event goal is gathering leads. Leads are not effective unless they can be and are converted into income. An easy way to get people to become leads, is to ask them to fill out a small card or form at the event...use them as an entry for a drawing.

PLANNING AN EVENT PROMOTION

There are many different costs associated with exhibiting. One of the best ways to increase event profits is to reduce event costs. The best way to avoid these types of extra costs is to know and follow the rules. Every event is unique and has it's own rule book (a.k.a. Show Kit, Exhibitor Kit, Show Book, etc.). When in doubt, call the event management.

Participate in an event that is scheduled to draw a large flood of consumer traffic. Ideas that have worked well in the past are:

- Community events such as area Chamber of Commerce business fairs, home improvement shows, State fairs, etc.
- Local trade association shows
- Mall events
- Retail store promotions

Find out up front how much advertising support the event will receive from its sponsors. Then ask to tie into this pre-planned media. It is critical that the event and your attendance be advertised in advance so that consumers can plan to attend.

Establishing a theme for your exhibit can be a good way to raise the interest level in your booth and increase the attendees' awareness of your service business. Frequently show management will adopt a specific theme for a show which you can incorporated into your advertising, invitations, booth design, staff costumes, giveaways and follow-up literature. Keep in mind that themes are only effective if they can be linked to your service business.

Reserve a Nintendo Field Service Interactive Display Housing Unit for interactive game playing of Nintendo 64 games to use in your booth. The unit is a table top housing unit which measures approximately 24 inches tall, 14 inches wide, 24 inches deep. The repair center will need to provide the television and Nintendo console system. Nintendo will provide up to two Nintendo game titles to go along with the type of show.

As an Authorized Repair Center, you are eligible to use the Interactive Display Unit at no charge; however we ask that you share the shipping costs. Nintendo will pay for shipping the unit to the repair center and ask that the repair center pay for the return shipping.

To reserve an Interactive Display Unit, contact the Field Service Advertising and Promotions Coordinator as far in advance as possible. Instructions detailing setup will be mailed to you with the unit. Please be aware that you will be charged for any damages and or missing items not related to shipping damages.

At event promotions, the real challenge is to get your customers to show up! Invite all of your customers to attend. A few suggestions on how to get the word out are:

- Put a sign up in your customer service area.
- Include a flyer with all repaired items.
- Develop a direct mail/electronic e-mail program.
- Send free show tickets along with an invitation to your key customers.
- Give an educational seminar in conjunction with the show.

EVENT TRAINING FOR YOUR STAFF

Once your event promotion plan is established, it must be communicated to the entire booth staff. Most people know how to be a good booth staffer and do just fine the first 15 minutes of the show. Rotating new staff in and out every two hours will keep the staff fresh and effective throughout the whole show. Let them know their responsibilities, how they are expected to carry out their responsibilities, what the dress code is, and what's in it for them. Below is a list of the basic "Do's" and "Don'ts" to share with your staff.

Do's

Dress professionally

Wear comfortable shoes

Qualify prospects

Ask lots of good open ended questions

Write down everything you can about the prospect and their requirements

Don'ts

Smoke, eat, or drink in the booth

Sit down in the booth

Pitch your product or service questions before you understand the customer's need

Converse with other staffers

Leave the booth unattended

Tear down before the show is over

DISTRIBUTION CHANNELS

Build Relationships With Video Rental Stores, Arcades, and Supermarkets That Rent Video Games. They can distribute brochures that include coupons for a free cleaning. You are helping to prevent damage of their rental video games systems and games.

Build Relationships With Local Fast Food Restaurants. Many fast food restaurants sell ad space on their paper place mats. Contact your nearest McDonald's, Burger King, or Pizza Hut for details.

Disseminating Brochures and Coupons. Distribute brochures with coupons in as many ways as possible without accruing additional costs:

- Attach a coupon for Nintendo product repairs to all other outbound consumer repairs.
- Handout coupons at kid's fairs, mall promotions, community events, etc.
- Provide to schools as newspaper inserts.

PROMOTIONS

Incentive Promotions. Many Authorized Repair Centers have tried incentive promotions involving giveaways such as T-shirts, pens, sports bottles, and posters. All giveaways will help increase store traffic during those periods. They also improve long range sales through increased awareness and exposure in the community.

Holiday Promotions. Encourage service patronage during the holidays by stressing the need for consumers to have their Nintendo video games cleaned when the kids are home for school break. A great gift giving suggestion is the Nintendo Cleaning Kit for stocking stuffers during the December holiday season.

Sports Team Sponsorships. Many Authorized Repair Centers have sponsored a local basketball, little league, or soccer team with Nintendo T-shirts, which are worn by the kids as their uniform. What a terrific way to advertise!

PURCHASING ADVERTISING

PRINT MEDIA

Brochures, coupons, direct mail, and newsprint advertising are all effective ways to generate immediate consumer response. The four factors which influence the overall effectiveness of a print campaign are:

- Appearance
- Face Value or Offer
- Expiration Date
- Distribution Method

COUPONS

There are several easy ways to incorporate couponing into your annual marketing plan. Suggested methods are:

- Attach a coupon for Nintendo product repairs to all other outbound consumer repairs.
- Handout coupons at local trade shows, mall promotions, community events, etc.
- Coordinate with a local Nintendo retailer to insert coupons into consumer purchases at point of sale.

DIRECT MAIL OR USING ELECTRONIC TRANSMISSIONS

Direct mail or using Electronic Transmissions via your computer e-mail system have been found successful ways to advertise to potential Nintendo customers. Suggested methods are:

- Insert an advertisement into all outbound repair center mail.
- Create your own direct mail and e-mail lists based upon past customer information.
- Contact the Field Service Advertising and Promotions Coordinator for mailing labels sorted by zip code.
- Contact a local specialty advertising company, such as Val-Pak, Money Mailer® which distribute to consumer households via direct mail campaigns or e-mail.
- Purchase a mailing list with phone numbers and e-mail addresses from your local animal control office of pet owners. Where there are pets, children usually reside.

Send a letter with a coupon or an e-mail message with a discount or free cleaning incentive. Phone follow-up is imperative when using direct mail if customers are going to use your service.

NEWSPRINT

Newspapers are comparatively less successful in reaching the Nintendo primary target of kids aged 8 to 17 than other forms of media. An important decision to make regarding placing a newspaper ad is to determine which edition of the paper to advertise in to target adults. Evening papers are read in greater detail and outnumber morning papers five to one. This is because adults generally have more time to read in the evening.

Sunday papers are in a different category because they are actually made up of two segments. They offer the daily news and material that is designed for weekly use, such as the local TV guide.

News is also transmitted on the Internet, so you may consider advertising on one of the local newspaper internet pages for more exposure to the parents or mature game players. Call or e-mail the newspaper for advertising information.

RADIO ADVERTISING

HOW TO SELECT A RADIO STATION

One of the first steps to advertising on radio is choosing a radio station. Make sure that the station you select plays to the Nintendo target audience (ages 8 through 17).

One way to determine if a radio station plays to the Nintendo target audience is to ask your salesperson to show you the latest "Arbitron" ratings. The Arbitron Company surveys all ages of people in selected markets to find out when and where they listen, and what they listen to on the radio. The Arbitron ratings will help you to determine what radio stations your customers listen to, when they listen, and ultimately on which stations it will be best for you to advertise.

DECIDING ON A RADIO SPOT

Once you have decided on the right radio station, your next step is choosing an "ear catching" commercial. A great way to make your commercial jump out at people is to have it professionally written and produced by an advertising agency.

If you find that this approach is too expensive for your budget, the following Radio Script suggestion is provided for your use:

MARIO

Hey, what's going on! Why haven't you been playing your Nintendo system lately? Is it busted?

What happened? Your dog think your Game Boy some huge biscuit? Your kid drop it into the toilet...

No fear, you know me, it's Mario here! Call (Service Center Name) at (Phone Number), your local Nintendo Authorized Repair Center now! They are in (Location).

(Service Center Name) can get you another Nintendo system, fast! Warranty exchanges are free, out of warranty exchanges are definitely cheap!

So, what are you waiting for! Get back in the game fast! ... Call (Service Center Phone Number) now!

PURCHASING "AIR TIME"

Now that you have selected the radio station and your commercial, the next step is buying "air time". There are many times or "day parts" to place your commercials. B.T.A.s (Best Time Available) are usually the least expensive. However, the station can place your commercial anywhere between 6 a.m. and midnight.

Sponsoring programs or special features, such as morning shows and traffic reports, are usually the most expensive. The advantage to purchasing this type of "air time" is that it enables you to target a specific audience.

For the experienced, a powerful way of buying "air time" is to purchase "unsold inventory". This method of purchasing "air time" is the most effective and usually has to be requested. It consists of buying large blocks of commercial space, up to two weeks in advance, that have not yet been sold. Because these spots in programming have not been sold and you are willing to buy 20 to 30 commercials two weeks in advance, it is common to receive up to a 40% discount.

MERCHANDISING

Add-on sales are an excellent opportunity for you to improve your company's bottom line. Visual merchandising is a dominate factor in the selling process.

You are probably saying to yourself, "I'm not in the retail business. I'm in the service business." Wrong! As a Nintendo Authorized Repair Center, you are set up to do *both*. Take the time to create an exciting display that will get the consumers' attention and encourage them to purchase an additional controller or Cleaning Kit.

MERCHANDISING BASICS

Balance is a very important principle to remember. You have the choice of either symmetrical (formal) or asymmetrical (informal) balance. Divide your display in half by an imaginary line which serves as a central axis. For formal balance, every object on the left side of the line must be repeated on the right side of the line. With the informal balance, the items on each side do not repeat each other -- shapes and spaces repeat each other.

Color is a significant factor to keep in mind when merchandising Nintendo accessories. As all Nintendo accessories are packaged in the same colors, be sure to display them together in order to make a stronger impact. (i.e. don't mix Nintendo components with other brands.)

Some Merchandising Tips:

- Keep the front of the package "facing" you on the shelf.
- All merchandise should be even with the front edge of the shelf.
- Stock as much product as possible on the shelf; but, do so with balance.
- If you have a glass display case, take the product out of the box so consumers can see the actual unit. Also, make sure that all of the shelves are in place and clean.
- Remember that your merchandising display story always reads "left to right" and "top to bottom."

Nintendo Trademarks

If you would like to incorporate a Nintendo logo in your ad copy, there are specific guidelines which must be followed. A brief explanation and guidelines for use is outlined below.

These guidelines are not intended to be considered comprehensive and may change from time to time. Please consult Nintendo's Field Service Advertising and Promotions Coordinator to assure the proper use and application of these guidelines.

What Are Trademarks?

A trademark is a word (or several words), a name, a symbol (such as one or more letters, or numbers, or a design) or any combination of these which is used to identify the goods or services of a particular company. Some well-known trademarks are KODAK and COKE (trademarks of Eastman Kodak Company and The Coca-Cola Company, respectively). The mere use of a trademark to identify and distinguish the goods or services of one company from another creates trademark rights under the law.

Trademarks must be used carefully or they will be lost. A trademark is lost when it becomes generic - when it becomes identified with the product rather than a certain brand name of the product. If trademarks become generic, they can be used by anyone and will no longer indicate to consumers that the products were made, supplied or sold by a particular company.

Trademarks are one of Nintendo's most important assets and should be treated with great care. In order to protect trademarks, there are several basic rules which should be followed. These rules should be followed on all advertising and promotional copy.

General Policies Regarding Use of Nintendo Trademarks

Nintendo's trademarks include the well-known "Nintendo Entertainment System®," "NES®," "Super Nintendo Entertainment System®," "Nintendo®64", "Game Boy®," "Game Boy® Color," "Game Boy® Advance," and "Nintendo GameCube ™" marks, as well as character names such as "Zelda™," "Donkey Kong®," "Super Mario 64™" and logos, such as the Nintendo Seal of Quality.

When using a Nintendo trademark on any product or in any written form, ensure that the trademark is properly distinguished with a trademark notice and with a statement acknowledging Nintendo's ownership of the trademark (such as "®" for registered marks and a "™" for non-registered marks).

Do not confuse the trademark or brand name with the company name when applying trademark notices. Thus, when possible, use the full company name, "Nintendo of America Inc." to refer to the company. Please note that there is no comma after the word "America".

"Nintendo" may be used as a shorthand reference for the company if "Nintendo of America Inc." is used first in the text to refer to the company. When you use "Nintendo" as a shorthand reference to the company, do not use a "®" or a "™" designation because "Nintendo" is not being used as a trademark in that situation.

Three Simple Rules You Can Use To Help Protect Our Trademarks

As an Authorized Repair Center, you play a valuable role in preserving and enhancing our trademarks. Trademarks must be used carefully or they will be lost. It's easy to help protect Nintendo's trademarks with these three simple rules:

RULE #1: THERE IS NO SUCH THING AS A NINTENDO!

The trademark "Nintendo" is a brand name which indicates the source of goods. "Nintendo" should never be used generically to refer to all video games. When Nintendo is used as a brand name, please use it as an adjective, not as a noun.

Do Say:	We service Nintendo video games.
Do Not Say:	We service Nintendo.

Use *Nintendo®64 Systems* or *Game Boy® Systems* instead of Nintendo to refer to the Nintendo game systems(s). If there are multiple references to *Nintendo®64 Systems* in one source, then "N64®" may be used after the first reference to *Nintendo®64 Systems*.

Under no circumstance does Nintendo allow the use of the trademark "Nintendo" or any other trademarks or copyrights of Nintendo to identify a third party's business.

Do Say:	Sam's Service Center, a Nintendo Authorized Repair Center℠
Do Not Say:	Sam's Nintendo Repair Center

RULE #2: TRADEMARKS ARE NEVER USED IN PLURAL OR POSSESSIVE FORM

Because the "Nintendo" brand name is used as an adjective, not as a noun, it should never be used in the plural form or in the possessive form.

Do Say:	They were playing Nintendo® video games.
Do Not Say:	They were playing Nintendos

Do Say:	Nintendo® video games
Do Not Say:	Nintendo's video games

RULE #3: DISTINGUISH TRADEMARKS BY PRINT STYLE, A PROPER TRADEMARK NOTICE AND CORRECT ACKNOWLEDGEMENT OF OWNERSHIP

Always use Nintendo's trademarks in a distinctive manner. For example, our trademarks should be used in a distinctive typestyle and logo format associated with the marks or should be placed in italics or another descriptive typestyle. The first letter of the trademark should always be capitalized, but the generic name of the product following the trademark should not be capitalized, italicized, or in any other distinctive style:

Example:	We service Nintendo® video games.

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Ensure that the trademark notice is placed at the end of the complete trademark.

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Nintendo of America has provided some pre-approved graphics on the Field Service Manual CD-ROM. Even though the graphics are themselves pre-approved, the Servicer must still submit the entire completed advertising piece to the Field Service Advertising and Promotions Coordinator for approval.

All the graphics contain either Nintendo Trademarks or other copyrighted material, so you must be familiar with the material in this chapter ("Nintendo Trademarks") before attempting to use any of these graphics. Also, when the graphics are used follow these simple rules:

- Never copy a graphic from one publication to the next. Always open if "fresh" from the disk.
- Never "stretch" a graphic to make it bigger. If you need a larger version, contact the Field Service Advertising and Promotions Coordinator to find out if a larger version can be provided to you.
- Never edit a graphic. That includes changing colors or re-drawing protions of it.
- Never drag on the corner or sides to make a graphic smaller. Most programs have a tool that lets the user select a precentage of scale. Make sure that both the X and Y axis have exactly the same percentage of scaling.